

ABSTRACT OF DISCLOSURE

A toner includes a binder resin, a charge control agent, and a pigment. The binder resin includes a main binder resin and 10 to 100 parts by weight of crystalline polyester that maintains a polymer chain orientation even in a molten state, based on the main binder resin. Therefore, the toner may be fixed at a low temperature, while maintaining long-term storage stability and durability. As a result, the aging of a fixing apparatus, the curling of sheets of paper, and excess energy consumption may be overcome. Furthermore, since separate equipment and a structural change of a fixing apparatus are not required, an existing printer model may be used. Since the time required for fixing is short, high-speed printing is facilitated.